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DATE: December 1, 2008 NO. OF PAGES: 12
TO: U.S. PATENT & TRADEMARK OFFICE FAX NO.: 571-273-8300
FROM: Jeffrey J. Lotspeich
FITCH, EVEN, TABIN & FLANNERY

RE: U.S. Patent Application No. 10/820,832
Inventors: Sean ENDLER et al
Filing Date: April 7, 2004
Title: METHODS AND APPARATUSES FOR DISPLAYING PROMOTIONS
Attorney Docket No.: 86604/7114

REPLY AFTER FINAL OFFICE ACTION - EXPEDITED PROCEDURE

Transmitted Herewith

- 1) Amendment B(11 pages);
- 2) Fax Coversheet (1 pg.)

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. No.: 10/820,832

Applicants: Endler et al.

Filed: April 7, 2004

Title: METHODS AND APPARATUSES FOR
DISPLAYING PROMOTIONS

Examiner: Berman, Brian J

Art Unit: 3688

Customer No.: 22242

Confirm. No.: 8497

Docket No.: 86604/7114

Certificate of Transmission

I hereby certify that this correspondence is being facsimile transmitted to the USPTO, transmitted via the Office electronic filing system, or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below:

December 1, 2008
Date


Michael Boyd

AMENDMENT B

Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Responsive to the Office Action mailed September 29, 2008, Applicant provides the following:

Amendments to the Claims are reflected in the Listing of Claims that begins on page 2.

Remarks begin on page 7.